

# City of Hayward General Plan Update Task Force

February 7, 2013

Meeting #5: Draft 2040 Vision and Guiding  
Principles



# Introductions





# Lead City Staff

- Richard Patenaude, Planning Manager
- Jason Jones, Jones Planning and Design



# General Plan Task Force

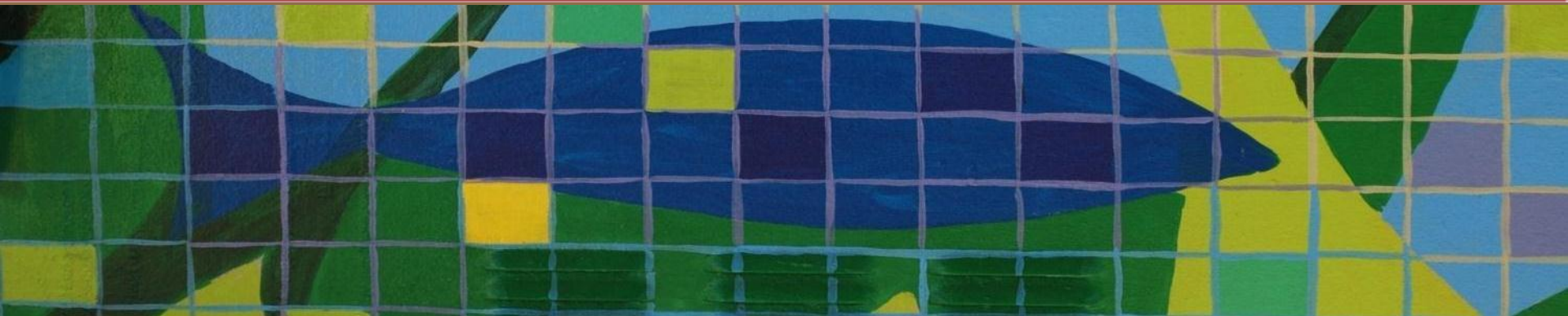
- Alan L. Parso
- Alex Harmon
- Dana Caines
- Daniel B. Goldstein
- Diane Laine
- Edward W. Bogue
- Heather Enders
- Julius C. Willis Jr.
- Justin D. King
- Lory Hawley
- Monica M. Schultz
- Pedrito C. Gella
- Ryan Fernandez
- Stacy Snowman
- Veronica Martinez

# Comments/Approval of Meeting #4 Summary Notes





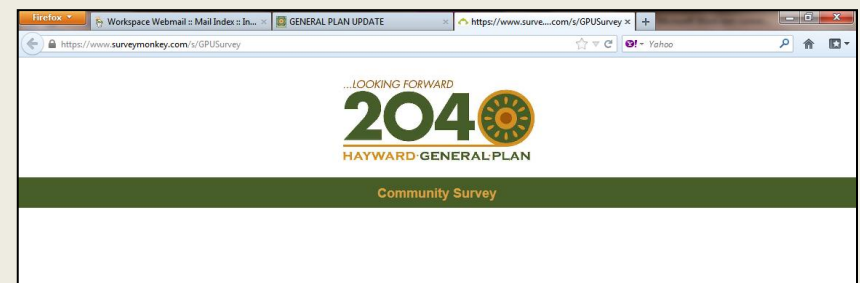
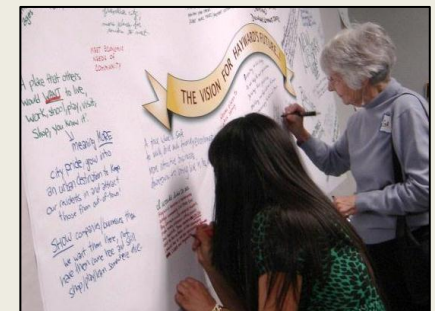
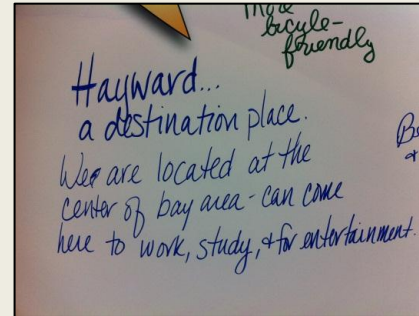
# Draft 2040 Vision and Guiding Principles





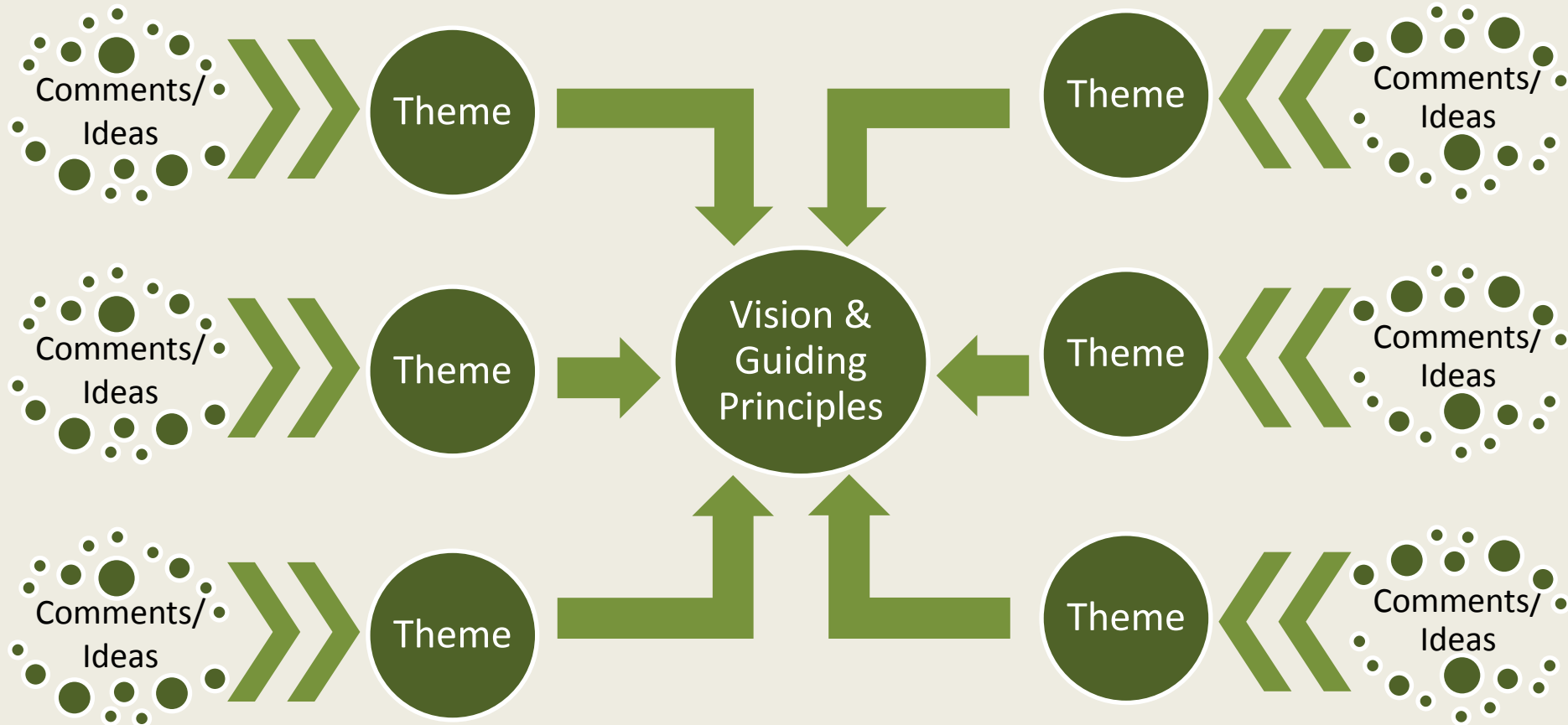
# Review of Major Outreach Efforts

- Community Workshops
- Neighborhood Meetings
- Task Force Meetings
- Community Survey
- [www.Hayward2040.org](http://www.Hayward2040.org)





# Preparing Vision and Guiding Principles







# Draft 2040 Vision

- What is a Vision?
  - An aspirational description of what the community should be like in the long-term future.
  - Serves as a clear guide for choosing current and future courses of action
  - A general description of the future: not intended to include specific actions on how to achieve the vision



# Draft 2040 Vision

- *After years of improvement and forward progress, Hayward has become a distinguished and desirable community known for its vibrant and prosperous Downtown, livable neighborhoods, excellent public schools, robust economy, and growing reputation as one of the best college towns in the Western United States.*





# Draft 2040 Vision

- With a variety of clean, safe, and green neighborhoods, and a safe and accessible network of neighborhood parks and natural open space, Hayward is home to one of the most diverse, educated, and healthy populations in the Bay Area.*







# Draft 2040 Vision

- *It is a destination for learning, entertainment, culture, recreation, and commerce. **Hayward is a community that individuals, families, college students, and businesses proudly call home.***







# Draft 2040 Guiding Principles

- What are Guiding Principles?
  - Broad statements that express the community's priorities and further define the City's focus for achieving the vision



# Draft 2040 Guiding Principles

- Guiding Principle #1: Hayward should have **excellent public schools**, and youth enrichment activities and programs in every neighborhood.





# Draft 2040 Guiding Principles

- Guiding Principle #2: Hayward should have **safe and clean neighborhoods** that support a diverse population and provide all residents with opportunities to live an active, healthy, and green lifestyle.







# Draft 2040 Guiding Principles

- Guiding Principle #3: Hayward should **improve and maintain existing infrastructure and provide excellent police, fire, and emergency response services** to meet the current and future needs of the community.







# Draft 2040 Guiding Principles

- Guiding Principle #4: Hayward should have a **robust and diversified economy** that is based on innovation, creativity, and local entrepreneurship.





# Draft 2040 Guiding Principles

- Guiding Principle #5: Hayward should have a **safe, vibrant, and prosperous Downtown** that serves as a destination for business, shopping, dining, entertainment, and college-town culture.





# Draft 2040 Guiding Principles

- Guiding Principle #6: Hayward should have a reputation as **one of the best college towns** in the West.







# Draft 2040 Guiding Principles

- Guiding Principle #7: Hayward residents, workers, and students should have a variety of **safe, affordable, and convenient transportation** choices.







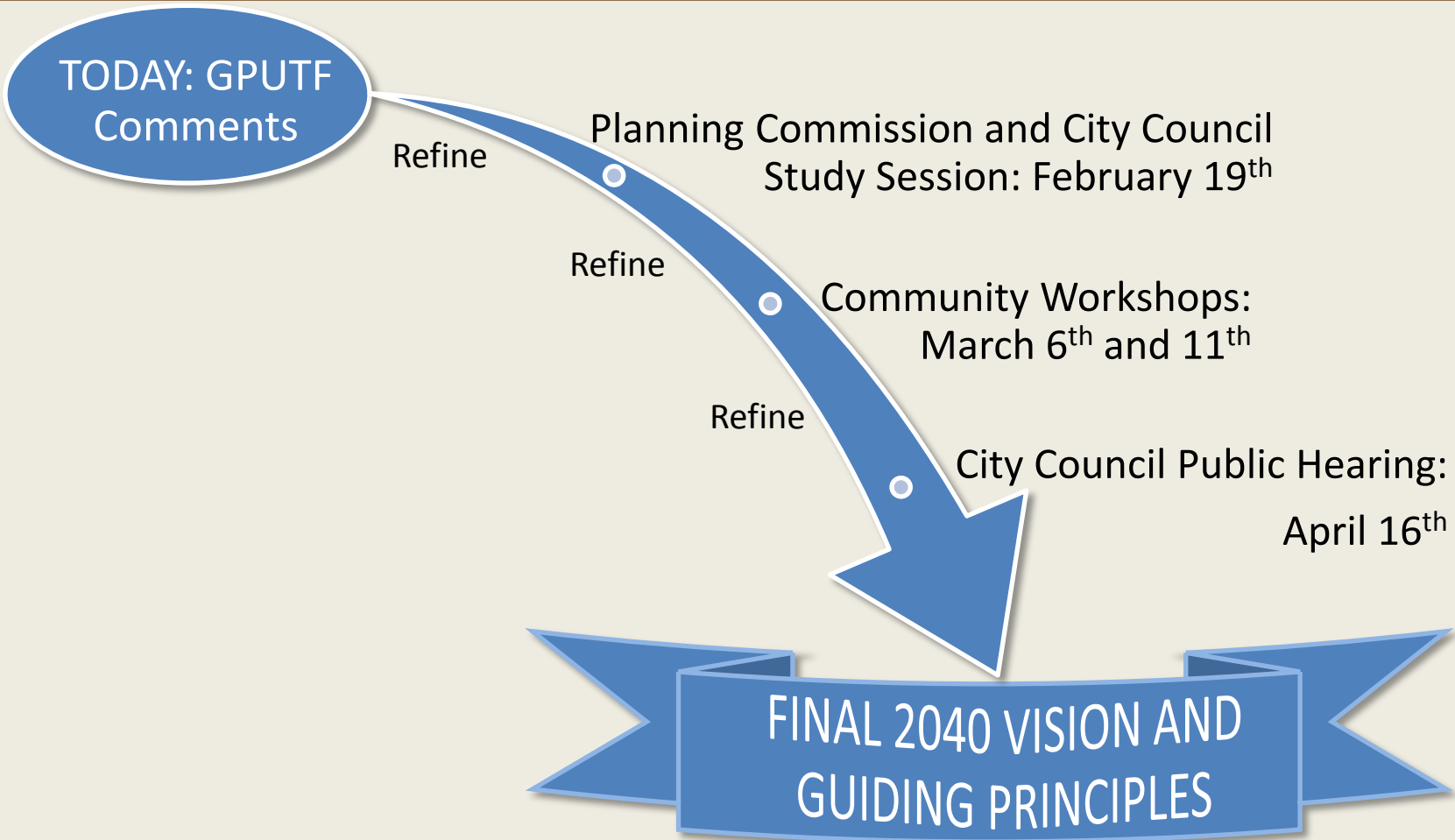
# Draft 2040 Guiding Principles

- Guiding Principle #8: Hayward should **protect, enhance, and improve access to its baylands and hillsides** to connect people with nature and provide opportunities to live an active outdoor lifestyle





# Next Steps



# Group Discussion







# Group Discussion

- Does the Vision and Guiding Principles reflect what you heard at the Community Workshops and Neighborhood Meetings?
- How could the Vision and Guiding Principles be refined to better reflect the values, priorities, and aspirations of the Hayward community?

# Public Comment Period



# Report: January Neighborhood Meetings







# January GPUTF Neighborhood Meetings

- Who did you meet with?
- How many people attended?
- What were the top two or three issues/topics discussed at the meeting
  - Economy?
  - Crime?
  - Downtown?
  - School?

# GPUTF: Round 2 Neighborhood Meetings





# Round 2 of GPUTF Neighborhood Meetings

- Community Workshops: March 6<sup>th</sup> and 11<sup>th</sup>
- New Outreach Toolkit will be presented to GPUTF on March 7, 2013
- GPUTF Neighborhood Meetings should occur between March 12<sup>th</sup> and April 26<sup>th</sup>
- Start scheduling second round of Neighborhood Meetings NOW!



# Adjournment

